

ORDER



Orders	Order / Rev:	163321
	Alt Order #:	06268493
	Product Desc:	BALDWIN FOR SENATE
	Estimate:	
	Flight Dates:	10/30/12 - 11/05/12
	Original Date / Rev:	08/08/12 / 08/08/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/T Baldwin/D/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	41	\$60,450.00	\$51,382.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$60,450.00	\$51,382.50	0.00
Totals	41	\$60,450.00	\$51,382.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

Order Share

WDJT-TV-LP	21%	\$60,450.00
Market	100%	\$287,857.14

Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$109,385.71
WITI	24%	\$69,085.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$48,935.71
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	10/30/12	11/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a -TWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
PRICE IS RIGHT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4		\$350.00		0.00			
E 2	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
PRICE IS RIGHT													

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 Product Desc: BALDWIN FOR SENATE
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$350.00		0.00			
E 3	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00		0.00			
E 4	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$750.00		0.00			
E 5	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00		0.00			
E 6	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$750.00		0.00			
E 7	WDJT	11/05/12	11/05/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
2.5/MIKE & MOLLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,000.00		0.00			
E 8	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
NAVY NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$3,500.00		0.00			
E 9	WDJT	10/30/12	10/30/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$3,500.00		0.00			
E 10	WDJT	10/31/12	10/31/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
SURVIVOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$3,000.00		0.00			
E 11	WDJT	10/31/12	10/31/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$3,000.00		0.00			
E 12	WDJT	10/31/12	10/31/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CSI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----				1	\$3,000.00		0.00			
E 13	WDJT	11/01/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
BANG/RULES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---				1	\$3,500.00		0.00			
E 14	WDJT	11/01/12	11/01/12		CM	Th 8p - 9p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00

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 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Th 8p - 9p Person of Interest PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---1--- 1 \$3,500.00 0.00														
E 15	WDJT	11/01/12	11/01/12	Th 9p - 10p Elementary	CM	Th 9p - 10p ---1---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---1--- 1 \$3,500.00 0.00														
E 16	WDJT	11/02/12	11/02/12	Fr 8p - 9p Made In Jersey	CM	8p - 9p ----1--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
CSI:NY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$1,500.00 0.00														
E 17	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
BLUE BLOODS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----1-- 1 \$3,000.00 0.00														
E 18	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
60 MIN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$3,500.00 0.00														
E 19	WDJT	11/04/12	11/04/12	Su 7p - 8p The Amazing Race	CM	7p - 8p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
AMAZING RACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$3,000.00 0.00														
E 20	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
GOOD WIFE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$3,000.00 0.00														
E 21	WDJT	11/04/12	11/04/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----1 1 \$3,000.00 0.00														
E 22	WDJT	10/30/12	11/04/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -T-T-SS	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T-T-SS 4 \$800.00 0.00														
E 23	WDJT	10/30/12	11/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 4 \$200.00 0.00														
E 24	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
LETTERMAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 1----- 1 \$200.00 0.00														
E 25	WDJT	11/03/12	11/03/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
WHEEL/JEOP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----2- 2 \$250.00 0.00														
Totals													41	\$60,450.00